



2018 Default Pilot Results

February 20, 2019



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2018 Highlights

1

113,793

residential customers
**transitioned to a TOU
plan** in March 2018

2

99%

**choose Time-of-Use
plans** post transition in
March 2018

3

60% to 70%

of customers are **saving** on
their TOU plan

4

6 in 10

customers correctly recall
the peak hours of
4pm-9pm

5

133,000

customers visited
[sdge.com/whenmatters](https://www.sdge.com/whenmatters)

6

447,650

CBO outreach impressions in
support of TOU/Rate Reform in
2018



Overall, Default Pilot customers **reduced on-peak consumption** during the **summer** months

1

1.2% - 1.7%
reduction on **average**
weekdays

2

1.4% - 2.3%
reduction on **system**
peak days

3

Hot Zone
customers **reduced the**
most on weekdays and
system peak days

Source: Nexant's SDG&E Residential Default TOU Load Impact Evaluation Preliminary Results 01.28.19

1

Default Pilot
customers have
22% fewer late bills
than non-TOU
customers

From Nov 18 to Jan 19

2

Total bill protection
awarded to date:

\$66,706





SDG&E continued efforts to get customers enrolled in the best plan for their household.



Default TOU Pilot Non-Benefiter Call Campaign

Goal: Provide additional support/outreach to those forecasted to pay more on TOU

1

Called ~**4,185** customers to discuss shifting usage and see if they could still become a saver on TOU

2

12% of those who were reached, decided to experiment with their usage and try to become a saver

3

Bill protection provided a “safety net” to those who were committed to trying TOU



Targeted TOU Acquisition Campaigns

Goal: Enroll customers in TOU who are forecasted to benefit

1

HUC to TOU Campaign

- April 2018
- Direct mail only
- 3.8% conversion

2

Marketing Automation TOU Acquisition Campaign

- December 2018
- Email only
- 2.5% conversion

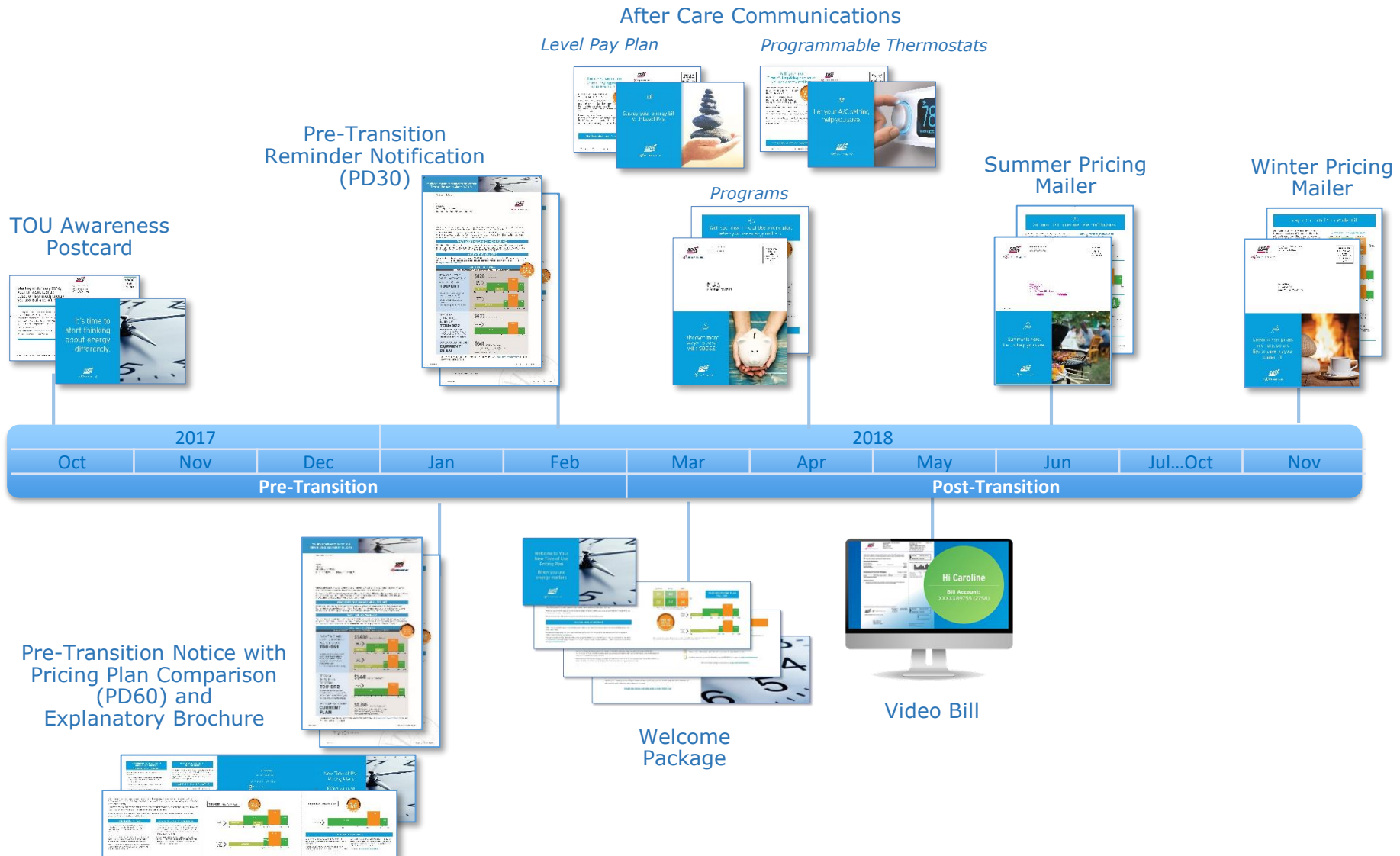


Appendix





Default Pilot Communications





Rate Reform Outreach Results (Q1-Q4 2018)



447,650
impressions

280 events

reaching more than

37,400 people

205 presentations

reaching more than

4,250 people

317 online activities

reaching more than

406,000 people

 **250+**

Diverse grassroots
community based
organizations

Organizations represented:

- Social Service Agencies
- Multicultural/Multilingual
- Environmental
- Special Needs
- Senior
- Arts
- Youth



Types of programs and solutions promoted:

- Time of Use Pricing Plans
- High Usage Charge
- Energy Management Tools
- Customer Assistance Programs
- Tips on conservation and how to shift & save on TOU





Summer Campaign

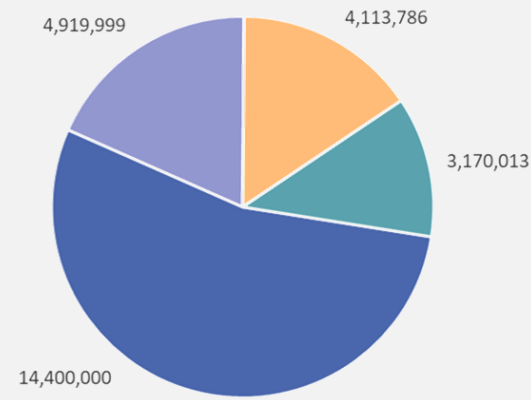
Q3 Summer Campaign supported customers during record-setting summer heat

- Awareness, education, tips and solutions for customers experiencing higher than normal bills (including offering TOU as a solution to HUC)
- Multi-channel
- English and Spanish

Summer Campaign Advertising >26.6 Million Impressions



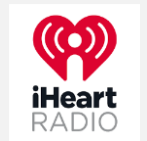
Print ads targeted to geographically isolated and multicultural communities



- Banners/Paid Search
- Targeted Print
- Radio ID's
- Digital Radio



Traffic radio IDs (English & Spanish)



Live DJ endorsements, radio spots, banners



Banner ads



Paid search ads



Pandora (Last 3 days of Sep)



Summer Campaign

Q3 web content and email support for the summer campaign with highlights on HUC and TOU education

- FAQ-style articles on NewsCenter website
- Launch of sdge.com/summer
- Refreshed sdge.com/highusage
- Social media posts
- “Five Things You Need to Know” email sent to customers with >15% bill increase from June to July
 - 90,000 CARE customers
 - 55% open; 4% click
 - 270,000 Non-CARE customers
 - 60% open; 3.95% click
- Among SDG&E's highest performing emails in 2018

Web and Email Support

SDGE NewsCenter
www.sdge.com/news

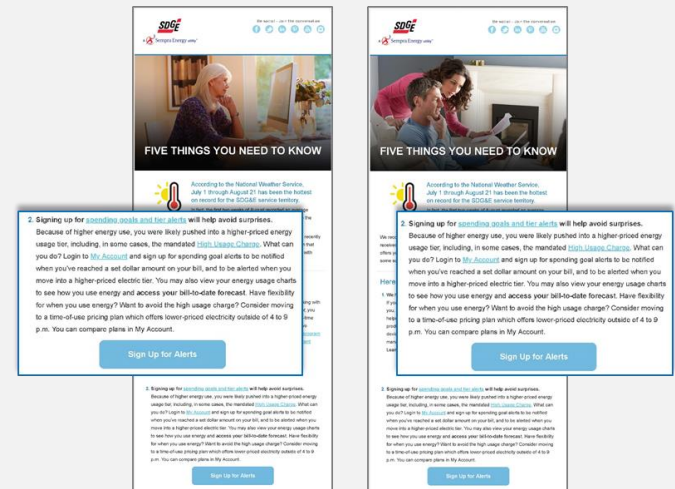


Social Media Posts



sdge.com/summer

sdge.com/highusage



High bill email to
CARE customers

High bill email to
non-CARE customers